



Abstract of the Disclosure

A researching method and system for interests in commercial goods by using electronic catalogue including interactive 3D image data, wherein an identification code is provided to groups of images for being alternatively displayed to produce a 3D display effect, a control tag is added for a client to directly control display effect for the groups of images and preparing electronic catalogue documents so that the groups of images having controllable display effect can be insertedly displayed; the prepared electronic catalogue documents provided at a state where client can view same; a display control signal is collected, classified and recorded when the client views the electronic catalogue documents and transmits a display control signal for controlling the display effect against 3D display images; and preference against goods displayed on related display image is analytically evaluated based on record relative to display control signal from client who has viewed the catalog documents.